



# Alcohol Awareness Month

## General Instructions For Using These Materials

All of these materials may be reproduced, adapted to your own needs and distributed within your community without permission. An acknowledgment that The Alcohol and Drug Information Clearinghouse at the Nebraska Council to Prevent Alcohol and Drug Abuse as the Nebraska contact and identification of our website ([www.prevlink.org](http://www.prevlink.org)) and the National Council on Alcoholism and Drug Dependence, Inc. as the sponsor of Alcohol Awareness Month, and identification of their website ([www.ncadd.org](http://www.ncadd.org)) as a good resource would be appreciated.

Place the camera-ready advertisement as soon as possible in your own newsletters and publications. Distribute copies to other organizations and local print media to begin generating early community interest in Alcohol Awareness Month. The camera-ready ad also may be reproduced on one side of a sheet of colored paper and the "Youth, Alcohol and Other Drugs" fact sheet on the other for use as a flier in promoting Alcohol Awareness Month. (You can download these from NCADD's website at <http://www.ncadd.org/aamn00.html#media>)



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**For more information contact:**  
**The Alcohol and Drug Information Clearinghouse**  
**650 J Street, Suite 215**  
**Lincoln, NE 68508**  
**(402) 474-1992**  
**(800) 648-4444**  
**[www.prevlink.org](http://www.prevlink.org)**



## Media Advisory & News Release

### ***Instructions for use of media advisory:***

Substitute local information in the media advisory below, reproduce copies on your letterhead or news release paper and use it to alert the media to your Alcohol Awareness Month proclamation ceremony.

Send the media advisory to the city desks of your local newspapers and to the assignment editors at your local radio and television stations. Be sure that they receive the advisory at least two days before the event.

Call the media the day before your event to make sure that they received the advisory and try to persuade them to cover the event.

### ***Sample media advisory:***

For More Information, Contact:  
Nebraska State Alcohol and Drug Information Clearinghouse  
800-648-4444

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MEDIA ADVISORY . . . MEDIA ADVISORY . . . MEDIA ADVISORY . .

(INSERT NAME OF OFFICIAL) TO PROCLAIM ALCOHOL AWARENESS MONTH  
IN (INSERT NAME OF AREA) AND JOIN WORLD SERIES BASEBALL STAR  
IN NATIONAL CAMPAIGN TO RECOGNIZE TEEN EFFORTS TO  
REMAIN ALCOHOL- AND DRUG-FREE

WHAT: (INSERT NAME OF PUBLIC OFFICIAL) will proclaim that April is Alcohol Awareness Month in (INSERT NAME OF AREA) and join a national campaign chaired by Derek Jeter, one of baseball's rising young stars, to "stop underage drinking short." Hundreds of communities across the country will also participate in this grassroots effort to recognize and encourage teen efforts to remain free of alcohol and other drugs.

WHO: (INSERT NAME AND TITLE OF PUBLIC OFFICIAL)  
(INSERT NAME AND TITLE OF REPRESENTATIVE OF YOUR ORGANIZATION)  
(INSERT NAMES AND TITLES OF ONE OR TWO OTHER NEWSWORTHY PARTICIPANTS)

WHEN: (INSERT DATE)  
(INSERT TIME)

WHERE: (INSERT LOCATION)

(INSERT DATE OF DISTRIBUTION)

**Instructions for use of news release:**

Substitute local information in the news releases below, reproduce copies on your letterhead or news release paper to inform media that your local public official has proclaimed that April is Alcohol Awareness Month in your community.

Give the news releases to press covering the proclamation ceremony. Send copies to the city desks of your local newspapers and to the assignment editors at your local radio and television stations. They should receive the releases shortly before the events takes place. Even if they don't send a reporter, a story can be written.

**Sample news release to announce Alcohol Awareness Month:**

For More Information, Contact:  
Nebraska State Alcohol and Drug Information Clearinghouse  
800-648-4444

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For Release (INSERT DATE AND TIME OF EVENT):

(INSERT NAME OF OFFICIAL) PROCLAIMS ALCOHOL AWARENESS MONTH  
IN (INSERT NAME OF COMMUNITY) AND JOINS WORLD SERIES BASEBALL STAR IN  
NATIONAL CAMPAIGN TO PREVENT UNDERAGE DRINKING

(INSERT NAME AND TITLE OF PUBLIC OFFICIAL) today, (INSERT DATE), proclaimed that April is Alcohol Awareness Month in (INSERT NAME OF AREA) and joined a national grassroots campaign chaired by Derek Jeter, a rising young baseball star, to "stop underage drinking short" by recognizing and encouraging teen efforts to remain free of alcohol and other drugs.

"Young people need to keep their eye on the ball," asserted Jeter, the 25-year-old New York Yankees shortstop who joined the ball club in 1995 and has played on its World Series championship teams for the past two years. "They need to focus on their dreams, whether it's sports, academics, legal or any other profession. You can live your dreams, as I am, by staying away from alcohol and other drugs."

"(INSERT QUOTE ABOUT IMPACT OF UNDERAGE DRINKING ON LOCAL COMMUNITY FROM PUBLIC OFFICIAL)" said (INSERT NAME OF PUBLIC OFFICIAL).

"(INSERT QUOTE DESCRIBING LOCAL EFFORTS TO PREVENT UNDERAGE DRINKING FROM REPRESENTATIVE OF YOUR ORGANIZATION)" said (INSERT NAME AND TITLE OF REPRESENTATIVE OF YOUR ORGANIZATION).

(INSERT PARAGRAPH ABOUT LOCAL ALCOHOL AWARENESS MONTH ACTIVITIES).

Alcohol Awareness Month, sponsored by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD) since 1987, encourages local communities to focus on underage drinking. Though it remains the number-one drug problem among youth, alcohol is often overlooked in the nation's efforts to prevent use of tobacco and illicit drugs in this population. About 10.5 million Americans between ages 12-20 had at least one drink last month; of these, nearly half were "binge" drinkers, meaning that they consumed five or more drinks in a row on a single occasion. Use of alcohol by young people puts them at much higher risk for the leading causes of death (motor-vehicle crashes, homicides and suicides) in their age group; it also costs the nation more than \$58 billion per year, including traffic crashes, violent crime, burns, drowning, suicide attempts, fetal alcohol syndrome, alcohol poisonings and treatment. According to the National Institute on Alcohol Abuse and Alcoholism, children who begin drinking before the age of 15 have a four times greater chance of becoming alcoholic as an adult than those who begin at 21, the legal drinking age.

(INSERT PARAGRAPH DESCRIBING YOUR ORGANIZATION)

(INSERT DATE OF DISTRIBUTION)

**Sample news release to announce Alcohol-Free Weekend:**

For More Information, Contact:  
Nebraska State Alcohol and Drug Information Clearinghouse  
800-648-4444

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For Immediate Release:

**ALCOHOL-FREE WEEKEND TO BE OBSERVED APRIL 7-9, 2000**

Alcohol-Free Weekend, traditionally observed during Alcohol Awareness Month in April, is scheduled for April 7-9, 2000.

(INSERT NAME OF YOUR ORGANIZATION) asks parents and other adults to abstain from drinking alcoholic beverages for a 72-hour period to demonstrate to young people that alcohol isn't necessary to have a good time. If participants discover they can't go without a drink during this period, they are urged to call (INSERT YOUR PHONE NUMBER OR 800-648-4444) for information about alcoholism.

(INSERT PARAGRAPH ABOUT WHAT YOUR ORGANIZATION IS DOING TO HELP THE COMMUNITY OBSERVE ALCOHOL-FREE WEEKEND)

Alcohol Awareness Month, observed in April by communities throughout the United States, is a national grassroots effort to support research, education, intervention and treatment for alcoholism and alcohol-related problems. Led by the National Council on Alcoholism and Drug Dependence since 1987, it offers organizations with different missions an opportunity to work together to raise awareness about the negative consequences of drinking.

(INSERT PARAGRAPH ABOUT YOUR ORGANIZATION)

(INSERT DATE OF DISTRIBUTION)

## **:30 Radio Public Service Announcements**

### ***Instructions for use:***

Adapt any or all of the following "live copy" radio scripts for local use.

Type each script, double-spaced, on your letterhead with the name of a contact person from your organization.

Try to submit scripts to radio public service directors in your community by mid-February. Your chances of getting them aired may increase if you give each radio station a different script.

Follow up with a phone call to the public service director 3-5 days after you submit the scripts asking if they have arrived and if broadcast during April will be possible.

If the public service director was receptive to your first phone call, follow up with an additional call in late March to remind him/her of the PSA.

Send a thank you note to the manager of any radio station that airs one of your PSAs.

### ***Live copy scripts:***

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) wants parents to know that if your kids are drinking, they're probably drinking to get drunk. That puts them at much higher risk for fatal injury and academic failure. For more information about how you can stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) wants young women to know that drinking puts them at higher risk for sexual assault. Don't let alcohol give a guy an excuse not to take no for an answer. For more information about what you can do to stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) wants everyone to know that you can overdose on alcohol just as easily as you can with any other drug. Drinking too much too fast can kill you. For more information about what you can do to stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) wants everyone to know that drinking too much too fast can kill you or someone you know. Symptoms of alcohol poisoning include unconsciousness, abnormally slow breathing and cold, clammy skin. For more information, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) wants young men to avoid the double whammy of drinking and dating. Alcohol can impair both your judgment and your performance. For more information about what you can do to stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) wants young people to remember that you don't have to drink if you don't want to. Who says party animals have to set the agenda? For more information about what you can do to stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) wants parents to know that if your kids are under the age of 21 and they're drinking, then they're doing illegal drugs. For more information about how you can stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) is sounding a wake-up call by telling our community that bars and stores that sell booze to minors are pushing the illegal drug that does the most damage. For more information about how you can stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that alcohol is the deadliest drug for America's teenagers: a 16-year old is more likely to die from a drinking-related problem than any other cause. For more information about how you can stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that drinking is associated with the leading causes of death among young people, including car crashes, murder and suicide. For more information about how you can stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that the vast majority of students don't know that a standard mixed drink, a glass of table wine and a can of beer all contain the same amount of alcohol. For more information about how you can stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that despite the legal drinking age of 21, high school students still consume 31 million gallons of wine coolers and 102 million gallons of beer each year. For more information about how to stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that even though most teenagers know that you should not drink and drive, nearly a third still accepts rides from drivers who have been drinking. For more information about how to stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that nearly 2/3 of teenagers who drink—including those as young as 12 or 13—report that they can walk into a store and buy their own alcoholic beverages. For more information about how to stop underage drinking short call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) asks you to consider this: college students consume more beer than soft drinks and studies have shown that the more alcohol they drink, the lower their grade point average. For more information about how to stop underage drinking short call (the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) asks you to consider this: typical American college students spend more on beer than they do on textbooks, although the majority of them cannot drink legally. For more information about how you can stop underage drinking short in Nebraska, call (the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that college students whose academic performances are below average drink three times as much as college students who earn As. For more information about how you can stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and the (INSERT NAME OF YOUR ORGANIZATION) offers you several tragic reasons besides the law to take underage drinking seriously: highway death, drowning, suicide, violent injury and unwanted pregnancy. For more information about how you can stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

April is Alcohol Awareness Month and if you think your child is drinking to have a good time with friends, think again: many kids drink alone because they are bored or depressed. This puts them at greater risk for developing alcoholism. For more information about how you can stop underage drinking short in Nebraska, call the Nebraska State Alcohol and Drug Information Clearinghouse at 800-648-4444. That's 800-648-4444.

## Op Ed Piece

### ***Instructions for use:***

Call the editorial page of the most widely circulated newspaper in your city. Ask if they accept "op ed" pieces and find out the name of the person to whom they should be directed.

Type the sample cover letter, on your organization's letterhead, for signature by one of your board members or the head of your organization. Type the sample op ed double-spaced on blank paper. Submit both the cover letter and the op ed to the appropriate person.

Follow up with a phone call to the appropriate person several days later. Ask if the op ed has arrived and whether it is being considered for publication.

If your initial attempt is unsuccessful, repeat the process with other newspapers in your area, but make sure that no more than one newspaper at a time is considering your op ed. If a newspaper does not agree to publish it, submit the op ed to other newspapers.

Send copies of any published op ed to the Nebraska State Alcohol and Drug Information Clearinghouse, 650 J Street, Suite 215, Lincoln, NE 68508.

### ***Sample cover letter:***

Dear Editor:

April is Alcohol Awareness Month and hundreds of communities throughout the country are joining together with Derek Jeter, a rising young baseball star with the New York Yankees, to stop underage drinking short. (INSERT NAME OF YOUR ORGANIZATION) is leading that effort locally.

We hope that you will consider publishing the enclosed op ed piece to stimulate discussion about the most intractable drug problem among youth in (INSERT NAME OF YOUR COMMUNITY).

Thank you for your consideration.

Sincerely,  
(INSERT NAME & TITLE)  
(INSERT NAME OF ORGANIZATION)

## **JUST SAY YES**

If we did a better in preventing kids from drinking, our community would be a safer place. But all too often our prevention efforts are limited to telling kids to say "no" to alcohol and other drugs.

While "no-use" messages are important, they're only part of the solution to a problem that stubbornly refuses to go away. According to the latest government survey, about 10.5 million Americans from ages twelve to twenty had at least one drink last month; of these, 5.1 million were "binge" drinkers meaning that they had consumed five or more drinks in a row on a single occasion.

Parents sometimes deny the seriousness of the underage drinking problem by pretending it doesn't exist or that it's a "rite of passage" all teenagers must go through before reaching adulthood. Unfortunately, in the aggregate, alcohol use by youth costs America more than \$58 billion a year, including traffic crashes, violent crime, burns, drowning, suicide attempts, fetal alcohol syndrome, alcohol poisonings and treatment. Few parents think about these consequences of drinking until their child suffers from one.

Teenagers, on the other hand, see drinking all around them--in their homes, in restaurants and at sporting events. It's a new experience that for the most part seems to be positive and almost essential to having a good time if they believe the countless beer commercials they're exposed to every time they watch television. Studies show that teenagers also tend to think that more of their peers drink than actually do.

What they don't hear enough about are the rewards of not drinking.

New York Yankees shortstop Derek Jeter is doing his best to change that. As honorary chair of Alcohol Awareness Month in April, the rising young baseball star is helping to send a powerful message to the nation's young people. "You can live your dreams as I am, by staying away from alcohol and other drugs," says Jeter.

It's hard to argue with a professional athlete who may one day inherit the legendary status of a Babe Ruth or a Joe DiMaggio.

Jeter isn't the only athlete to publicly acknowledge how he hasn't allowed use of alcohol or other drugs to interfere with his goals. "When my friends and I go to a restaurant or bar, the person buying the drinks always comes back with a full glass of ice water for me. They don't bother asking if I want a beer; the answer has always been 'no'," says T.J. Lavin, a bicycle stunt rider in the 1999 X-Games.

There are plenty of young men and women right here in (INSERT NAME OF COMMUNITY) with similar attitudes who are excelling in their studies, or at a particular sport or talent. As a community, we need to identify them and support them in their efforts. By helping our young people say yes to their lives, and giving them greater recognition in our homes, schools and religious organizations, we're giving them the best possible reason to say no to alcohol and other drugs.



## Letter to the Editor

### ***Instructions for use:***

Retype the sample cover letter below on your own letterhead and have it signed by the head of your organization.

Submit the letter to the editor of the most widely read newspaper in your area. Follow up with a phone call to the letters department to ask if the letter has arrived and whether it is being considered for publication.

If the letter is rejected, submit it to the editors of other daily and weekly newspapers, one at a time, in your area.

### ***Sample letter:***

Dear Editor:

Whenever a professional athlete gets in trouble with alcohol or other drugs, it always makes headlines on the sports pages or news broadcasts. Sometimes this leaves the public--particularly young people--with the impression that drinking too much or using illicit drugs goes with the territory.

A similar situation exists with respect to the young people in our community. While it's true that far too many kids report they have gotten drunk within the last month--33% of high school seniors nationally at the last count--many more haven't. We don't do enough as a community to recognize their achievements instead of their shortcomings and as a result, young people are often left with the message that nobody really cares about their efforts to navigate the difficult shoals of adolescence.

April is Alcohol Awareness Month and this year's honorary chair, shortstop Derek Jeter, personifies the values that we should be encouraging among the young people in (INSERT NAME OF COMMUNITY). Jeter decided early on that he wanted to play ball for the New York Yankees. Staying away from alcohol and other drugs, as well as strong support from his family and community, helped him make his dream a reality.

There are plenty of Derek Jeters here in our own community. We just need to do more to help them keep their eyes on the ball.

Sincerely,  
(INSERT NAME & TITLE)  
(INSERT NAME OF ORGANIZATION)